

Strategic Planning Master Agreement

General Requirements and Scope of Services

BACKGROUND INFORMATION

The County of Los Angeles Board of Supervisors has adopted a strategic plan, which includes a Mission Statement, shared Values and five Goals. [The County's Strategic Plan](#), initially approved in November 1999, was last updated in March 2010. Each of the five Goals include supporting strategies and objectives. The initial Plan included an objective requiring each County department to have a departmental strategic plan consistent with the countywide Plan.

The purpose of this Request for Proposals (RFP) is to select firms that will be available to perform *strategic planning consulting services*, including *performance measurement* and *customer service planning/training*, as needed by individual County departments to develop their departmental strategic plans, and/or update them to remain consistent with the County's Plan. The County is also seeking firms to assist departments in implementing and achieving both departmental and County Strategic Plan goals, strategies and objectives. Selected firms will be offered a non-exclusive Master Agreement (MA) for those project types for which they qualify. County departments, through Work Orders, will contract for individual projects with Master Agreement firms as the need arises. The Master Agreement guarantees no minimum amount of work.

REQUESTED SERVICES

The following describes the types of services to be performed under the Master Agreement. Specific services provided by consultant must align with the County's established framework and approach to strategic planning, including terminology. Firms may submit proposals to perform one or more of the services described below:

Strategic Planning

Develop a comprehensive departmental strategic plan and/or strategic work plan that reflects the goals, strategies, and objectives of the County's Strategic Plan, as well as the specific goals, strategies, and objectives of the department, and training required to implement.

Performance Measurement

Develop key service delivery standards for departmental services/programs, related performance measures and outcome measures, and performance measurement system to monitor and track improvement in public service delivery. May also include development of baseline organizational effectiveness data for internal/external services, and training required to implement.

Customer Service

Assess customer service needs, develop programs to improve customer service, establish systems to assess customer satisfaction and measure improvement, and training required to implement.

PROPOSER'S MINIMUM REQUIREMENTS

In order to have a proposal considered, prospective Proposers must meet **ALL** of the following minimum requirements:

- Proposer must have been in business for at least three years and demonstrate a minimum of three years' experience providing similar consultant services.
- Proposer must provide at least three references relating to the job performance and scope of work completed within the last two years in the area(s) of strategic planning, performance measurement and/or customer service. It is desirable that one reference be from a public entity.
- Project manager and other key personnel shall have at least one year of experience with the consultant providing similar services to other public and/or private sector agencies/organizations.
- Proposal must comply with the RFP format and requirements, be properly organized regarding content and sequence, and contain all forms.
- Proposer must demonstrate a history of hiring GAIN participants or a willingness to comply with the "[Consideration of Gain Program Participants for Employment](#)."
- Proposer must have complied with the District Attorney's Child Support Reporting requirements, "[Contractor's Warranty of Adherence to County's Child Support Compliance Program](#)."
- Proposer must have the ability to comply with all insurance provisions. See document titled "[Insurance Requirements for Master Agreement Contractors](#)."

DEADLINE FOR MASTER AGREEMENT PROPOSAL SUBMISSION

Proposers shall submit their proposal **within 5 weeks of downloading** the application packet. The County will evaluate all proposals to determine eligibility for the Master Agreement. If firm is determined to be eligible for the MA, notification will be sent to the proposer and the Master Agreement contract will be forwarded to County Counsel for review and signature, and then sent to the proposer/consultant for review and signature. Once signed by consultant, the contract will be forwarded to the Chief Executive Officer

for signature. Once firm is placed on the list, departments will be given access to all firms listed and can begin the process of soliciting a Master Agreement firm. See document titled "Solicitation Process for Master Agreement Firms".

QUESTIONS REGARDING THE RFP AND THE PROPOSAL SUBMISSION

Proposers may direct questions about the RFP to:

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